



COMMUNICATION PLAN

**Strategies and Actions
June 17, 2014**

EXECUTIVE SUMMARY

A National Wildfire Prevention & Education Team was ordered by the GACC and arrived on June 15, 2014. The team was brought in because of drought conditions that range from high to very high and increased fire danger. The area is already having large wildfires that exhibit mid-to-late summer behavior. The Team is developing short and long-term strategic plans to assist the Pacific Northwest that can be used in 2014 and beyond. The plan will include a preliminary analysis and review of fire cause data, stress the importance of preventing human-caused fires, and identify areas in need of heightened prevention, mitigation and fire education. The team will also build fire prevention and education team capacity in the Pacific Northwest by training interagency personnel.

Following is the Team's response to accomplishing the objectives of the Delegation of Authority. The strategies and actions listed are the framework for the Team assignment.

Objective 1: Develop a Pacific Northwest Interagency Communication Strategy with messages to raise public awareness of the severe drought conditions, critical fuel moisture indices, high fire potential, and their role in the prevention of human-caused fires.

Strategy: Build the story line of current conditions, uniqueness of this year versus normal patterns, area-wide prevention effort, looking at the 'year-long' view, and how community can help by taking personal responsibility.

Actions:

- Contact PNWCG partners and selected field personnel to determine issues of concern, current prevention efforts, and what results they would like to see from this project.
- Meet with Predictive Services to further define current conditions and trends. Discuss opportunities to produce a simplified picture for public and media consumption and a detailed information summary for those seeking additional depth. Make data available to all participating partners.
- Gather fire-cause information from agencies to better identify the different causal issues and local data source availabilities. Sub-geographic areas will be identified and prioritized.
- Review gathered information and find commonalities to develop core messaging that work to provide consistent messages.
- Support current prevention efforts with written core messaging and coordinated distribution. The messages cover the larger area, transcend individual agencies, and deal with long-term approach strategy. Units add specific information that translates to local clientele.
- Explore distribution methods that make access to the information easily obtained.

Objective 2: Coordinate existing Public Service Announcements (PSAs) and other available fire prevention campaign materials to facilitate use of fire prevention education resources for messaging during the 2014 season.

Strategy: Utilize the distribution, messaging, and existing networks of prevention programs to reach a broad range of public, private, and agency individuals/groups.

Actions:

- List and examine available prevention campaigns available to the PNW.
- Identify program representatives and contact to garner support for the broader effort.
- Develop a matrix of prevention program messages.
- Review program products, messages, and network distribution opportunities.

- Incorporate core messaging into as many prevention program venues as possible without creating message conflicts.

Objective 3: Develop an area-wide media campaign making contacts with local media markets to run stories about the drought and the high wildfire potential.

Strategy: Use selected media markets, with emphasis on local delivery opportunities. The PNW situation dictates a “mission over agency” approach where everyone works together in delivering a unified message that is applicable over the area.

Actions:

- Identify media markets, including social media, considered most effective and supportive of prevention efforts. Local unit input is vital to this process.
- Provide core messaging for local media use.
- Send approved article through the identified markets. Coordinate with Carol Connolly at NWCC.
- Explore opportunities to place information on a website for media consumption and use in developing articles and public interest stories.

Objective 4: Use PNW resources to supplement team actions, helping to build area capacity. Seek opportunities to train and mentor PNW prevention and information employees.

Strategy: Build prevention capacity by recognizing current prevention resources and training needs. Provide opportunities for agency partners to participate in the delivery of prevention messages and community engagement through prevention teams or on an individual basis.

Actions:

- Identify personnel currently trained and qualified for information and prevention assignments, including PETM and PETL qualified individuals. Include those in trainee status. Also look at lapsed qualifications.
- Recommend needed training opportunities.
- Incorporate identified individuals into a prevention team environment with trained team leader and information personnel to conduct prevention tasks.
- Consider the use of mini prevention team assignments, a 72-hour incident using local resources.
- Obtain agency support to get individuals into a prevention track to get task books initiated and completed. Emphasis must be placed on using the skills learned in assignments to become fully qualified.

- Outline a long-term strategy (three to five years) to build area prevention capacity.

Objective 5: Provide information and suggestions to all state and federal agencies. Encourage support and participation in the interagency fire restrictions website (firerestrictions.us)

Strategy: Use existing networks, both agency and private, providing consistent messaging to reduce the risks of wildfire. Ensure all agency partners are in the information networks.

Actions:

- Identify agency websites, primary contacts, and information pathways.
- Contact each agency to ensure that the correct individual is identified to supply information for agency use.
- Provide appropriate links for agencies to access relevant information.

Objective 6: Build a long-term (for 2014) strategy that implements the elements of the prevention effort.

Strategy: Develop a logical plan to implement the initial products of the prevention effort. The plan may include use of additional prevention teams or qualified individuals with emphasis on using local resources that assist in building prevention capacity.

Actions:

- Discuss options for providing oversight and leadership in the continued prevention efforts.
- Consider use of local team leaders and members, Enterprise Team assistance, national prevention teams, and other resources available. Another option is providing overhead support to guide local resources.
- Identify and solicit assistance from private groups, business, and other resources to convey prevention messaging to extended networks.
- Discuss the ideas of the Team with PNWCG, determine an appropriate path, leaving time to get personnel in place to maintain a continuity of operations appropriate with the needs of the area.

Objective 7: Develop and maintain the administrative tasks of providing daily budget information, work in a safe and efficient manner, and maintain documentation of the assignment. Local, state, and federal laws are to be adhered to, including harassment policies.

Strategy: Implement administrative record keeping procedures and oversight to maintain up-to-date information to satisfy the direction of the host agency. Inform and monitor team member activities to ensure compliance with governing laws and policies.

Actions:

- Set up procedures and programs to track time on Crew Time Reports (CTRs), complete daily logs, contacts, and update budget data on a daily basis.
- Conduct daily morning safety briefings and identify hazard throughout the assignment.
- Discuss pertinent policies and governing laws among the Team.
- As part of the training element of this assignment, administrative tasks are being distributed, shared, and evaluated.